

Fostering a Workplace Giving Culture at Your Workplace

Important Component of an Employee Relations Strategy

In recent years, many employers have expanded their workplace activities including volunteer and matching gift programs and the workplace giving campaign in order to attract more participation and involvement. Senior managers now recognize that involving employees as volunteers and financial contributors is one of the most significant resources the organization can offer to support critical community needs.

Employee involvement programs, including the workplace giving campaign, can be significant in building morale, fostering a spirit of teamwork among management and employees and strengthening relationships with key stakeholders.

Benefits of an Effective Workplace Giving Campaign

The participants that were interviewed for this project helped articulate the specific benefits of an effective campaign to both employers and employees in addition to the money raised through these campaigns.

Employer Benefits:

- An effective campaign sends a strong message that the employer is interested in engaging employees.
- The campaign helps build a sense of community among the workforce.
- Workplace giving is another demonstration of being a good corporate citizen and helps improve an employer's image in the community and among key stakeholders.
- Employees look favorably on their employer for conducting a charitable giving campaign.

- The program provides opportunities for employee involvement and team building experiences.
- The campaign can be an effective tool to improve employee morale, relations and retention.

Employee Benefits:

- Employees like having the feeling of helping others.
- The campaign is an opportunity to provide exposure to charities and the services they offer in the community.
- The campaign provides a one-stop charitable giving opportunity to employees.
- Employees continue to value the ease and convenience of payroll deduction.

With the decline in employee participation and the advent of other fundraising methods, it is tempting to dismiss the workplace campaign as being insignificant. The findings of our research suggest that this is not the appropriate analysis. Instead, employers responding to the survey associated with this report stated that while meeting a fundraising goal is important there are other factors that are even more important to them in determining the success of the campaign. These factors, in order of importance, include:

- Breadth of charity choice available through the campaign.
- Employee satisfaction and positive perception of the campaign.
- Promotion of loyalty and goodwill between the employer and its employees.
- Employees' understanding of how their contributions help others in need and their knowledge of important services that are available in the community.

An effective campaign is a positive tool to involve and educate employees about community needs and build teamwork. It also sends a message about the employer's commitment, particularly as an integral part of the employer's broader employee volunteer and community involvement strategy.